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ABSTRACT

This paper explores some of the similarities and differences between publicizing information services within the academic and corporate environments, comparing the marketing experiences of Abbot Laboratories (Illinois) and Indiana University. It shows some innovative online marketing tools, including an animated gif model of a large, integrated current awareness system that helps educate users and spreads the word about changes in the library, new opportunities for staying informed, and new information tools. Details about how this model was created are presented. The paper also suggests that computer literate librarians can be very effective in applying their skills to the marketing process in libraries. (Author/MES)

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Marketing Library and Information Services: Comparing Experiences at Large Institutions

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ABSTRACT

How do the libraries at large institutions market information services to a diverse community of users in an increasingly digital and complex environment? Both Indiana University and Abbott Laboratories are large organizations with multifaceted collections of information. This paper explores some of the similarities and differences between publicizing information services within the academic and corporate environments, and it shows some innovative online marketing tools, including an animated gif model of a large, integrated current awareness system, that helps educate users and spreads the word about changes in the library, new opportunities for staying informed, and new information tools. Details about how this model was created are presented. This paper also suggests that computer literate librarians can be very effective in applying their skills to the marketing process in libraries.

INTRODUCTION

This paper attempts to do something tricky, comparing the marketing experiences of "apples and oranges"; where the apple is a commercial entity, Abbott Laboratories, and the orange is an academic institution, Indiana University. While the information needs and audience of each institution differ widely (hence the analogy), they both have libraries whose common missions are to serve the end-users' information needs. The success of any library is dependent upon numerous factors, among these are getting users to use the library and making them aware of the library's services. Making the library indispensable has been called the secret to library marketing.[1] Using the web to publicize library tools seems to be an effective strategy in spreading the word about resources, and librarians' ability to create web-based marketing tools is at least suggested by the Association of Southeastern Research Libraries (ASERL) recently posted "Competencies for Research Librarians" web page.[2] These competencies stemmed from the ASERL Education Committee's goal to identify the *education needs* of research librarians today.

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It is important to clarify what marketing means in a library environment. Marketing is not so much about "selling" information products to researchers, as it is more about spreading the word about potentially useful new tools. It is also about keeping users informed about library activities and involving them in collection development. It is more about integrating new research tools into existing, effective research processes, and in some way enhancing researchers' work, rather than selling the tool to users as an end in itself. As librarians market new tools, they should know how the tools may offer clarity, and not simply contribute to noise for the users. Effective marketing can only occur when librarians understand, at least in a broad sense, what the scientists, professors, and graduate students are already doing to keep informed, and what their research projects are about.[3]

COMPARISON AND DISCUSSION

Indiana University (IU) is a classified as a "doctoral/research university – extensive" according to the Carnegie Research classification scheme.[4] It is a large, midwestern school offering 186 majors to over 37,000 undergraduates, and granting over 100 different degrees at the doctoral level. At the central campus, the sciences alone depend upon seven separate subject campus libraries. The science departments have several hundred professors and graduate students, and nearly all require library and information services to one degree or another. Abbott Laboratories is a diversified global healthcare company headquartered in northeast Illinois with 70,000 employees located 130 countries. Abbott's mission is "to discover, develop, manufacture, and market products and services that span the continuum of care—from prevention and diagnosis, to treatment and cure."[5] Abbott's principal businesses are pharmaceuticals, nutritionals, hospital products, and diagnostics.

Abbott's Library Information Resources (LIR) supports the global information needs of Abbott scientists (e.g. chemists and pharmacists), lawyers, and business development personnel. A majority of LIR's resources are accessible to any Abbott employee—and only Abbott employees—via the LIR Intranet website. Like all commercial entities, security against unauthorized viewing of confidential information is of paramount importance to Abbott. Services, rendered services, and LIR web pages are deemed confidential and are only intended for authorized Abbott personnel. The Intranet provides just one of the many levels of security and it is not accessible from the World Wide Web. In contrast, security (in terms of authorized viewing) of the IU Libraries web pages is of a lower priority; the vast majority of the websites are viewable from the World Wide Web making them viewable by anyone.

Table 1 shows a holdings comparison between LIR and IU. The table highlights the fact that the scope of IU's libraries is more broad than Abbott's LIR.

	Books	e-Journals*	e-Databases*
Abbott's LIR	11,500	530	> 30**
IUB Libraries***	6,000,000	>20,000	~ 230

Table 1. Holdings Comparison of LIR and IU

* Resources that are accessible through the libraries' web pages

** LIR also subscribes to other online databases not accessible from the LIR web site

*** These numbers correspond to IU's main campus (IUB) located in Bloomington, IN

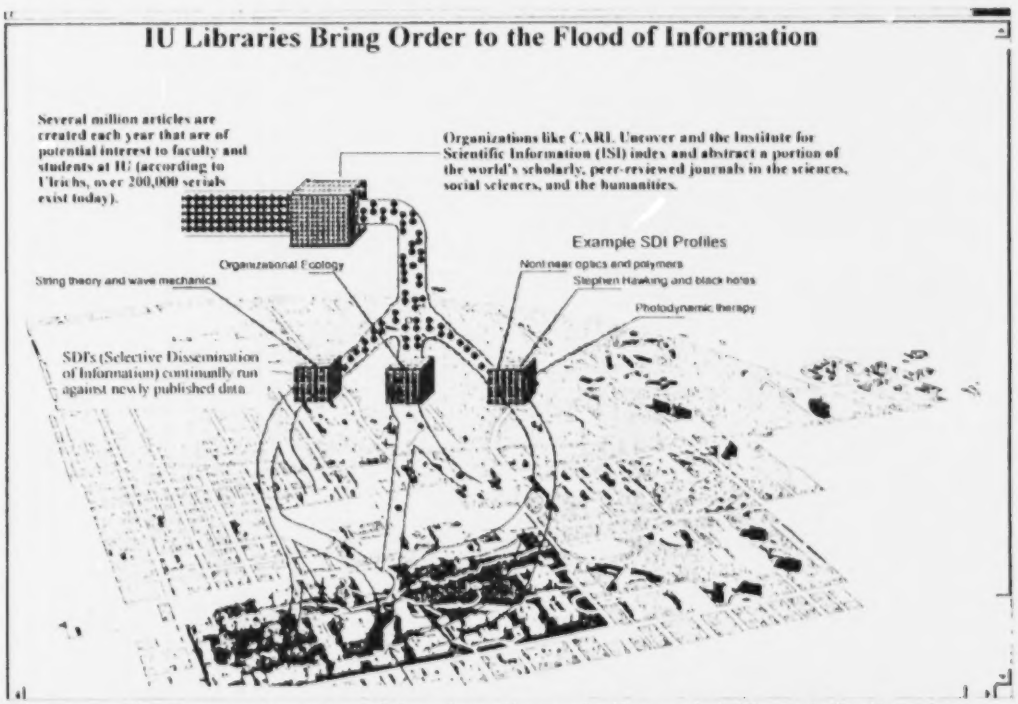
As a commercial entity, the information needs of Abbott are very focused and deep on the healthcare industry and generally will not deviate significantly from their principal businesses. IU, on the other hand, like other large research universities, must attempt to collect information for many subjects, and provide a library environment that can support in-depth research in many unrelated disciplines. These different environments affect how information is marketed to the user communities.

Although Table 1 exemplifies the "apples and oranges" analog, there are nevertheless similarities between IU and Abbott, and these similarities are related to four categories of library services: access to print and e-resources, research services, document delivery, and training services. For LIR, research services include literature and patent searches, drug pipeline reports, company and market research reports, government regulatory updates, and alerting services. Alerting services can either be client controlled or mediated by LIR staff. For IU, research services can mean answering in-depth reference questions, doing cited reference studies for tenure cases, compiling bibliographies, etc. For both, document delivery services assists clients with obtaining books, articles, or other documents. Training services offer client's general orientation sessions and personalized training in the use of print and electronic resources.

For both organizations, the success of the Library is dependent upon satisfying the clients' information needs and marketing the services that fulfill these needs. One such need common to both organizations is that clients need to be kept abreast of current developments in a given topic. Therefore, SDI (selective dissemination of information) services are an important function to both libraries. To this end, both organizations have developed innovative web based solutions for delivering and marketing the SDI services. SDIs have been around for many years, and may be viewed as one aspect of the more recently coined, broader term, *push* technology.[6] It is often the library that ends up marketing these alerts to users. When SDIs, or other periodic information services are offered, it is important to monitor these processes and get feedback from users on the effectiveness of the service. The prospects for irrelevance, disconnectedness, or redundancy must be kept to a minimum if the information services are to take root and serve a purpose.[7] It is important to know how the tool may offer clarity, or reduce the need to scan information in traditional ways.

In late 2001 IU bought the Institute for Scientific Information's *Current Contents Connect* (ISI-CCC). To help market the new SDI service at IU, a web animation was created (Figure 1). The animation uses the analogy of pipes and gates to show the "flow" of article citations from ISI (or CARL Uncover) to end-users at IU. Each journal citation (balls; in color on the web) passes through an SDI profile (cube) and the profile only allows selected bibliographic citations to pass. Eventually the citations will arrive at their desired location, thus alerting the user to the existence of the published article. The large cube represents the information providers' selection process; ISI only includes a portion of all the scholarly information created, therefore they are filtering information.[8] The three smaller cubes represent the multitude of individual personal profiles, divided into three broad areas: Sciences, Social Sciences, and Humanities. The smallest individual squares are Boolean search statements that comb through the new publications and tag citations for delivery. This animated gif was created using Macromedia Fireworks 3.0. The animated gif works analogously to a movie; the gif is

composed of 60 individual frames. All the frames are shown in a timed sequence that gives the illusion of motion. Waugh created the gif while he was a School of Library and Information Science (SLIS) graduate student working for the IU Swain Hall Library. Without the technical skills to create an animation that illustrates how information may "flow" through the university, marketing of ISI-CCC would have been done strictly by word of mouth and verbal/ written descriptions. The animation is ubiquitous while other marketing techniques such as word of mouth have built-in limitations.


IU Libraries Bring Order to the Flood of Information
Several million articles are created each year that are of potential interest to faculty and students at IU (according to Ulrichs, over 200,000 serials exist today).
Organizations like CARL Uncover and the Institute for Scientific Information (ISI) index and abstract a portion of the world's scholarly, peer-reviewed journals in the sciences, social sciences, and the humanities.
Example SDI Profiles
Organizational Ecology
String theory and wave mechanics
Nonlinear optics and polymers
Stephen Hawking and black holes
Photodynamic therapy
SDIs (Selective Dissemination of Information) continually run against newly published data
Figure 1. Current awareness model at: http://www.indiana.edu/~libswain/indiana.htm

Marketing the SDI system resulted from instructional sessions as part of IU's "Library Updates" series. In early 2002, as part of that series, two sessions were offered for CCC, and the alerting service was demonstrated to faculty and graduate students. In the first session, there was little turnout (probably because there was a short time period between marketing (flyers and e-mail) to the actual meeting), and the librarian was able to instruct one-on-one. Seven more people signed up for the second session. Prior to instructing them, the librarian was able to take the names from the sign-up sheet, and look at the departments and publications of each of the attendees. Rather than give a generic description of the new service, the librarian was able to customize the session. Examples were used that drew individuals' attention to the potential value of an SDI system, because the examples were formed from participants' current research. The second session was more successful in that people stuck around after it was over and designed searches themselves; they also suggested to the librarian that he attend faculty meetings to spread the word about the service. During the training sessions, the above graphic was used to introduce the concept of SDIs. Currently IU has approximately 90 users with 130 searches, and

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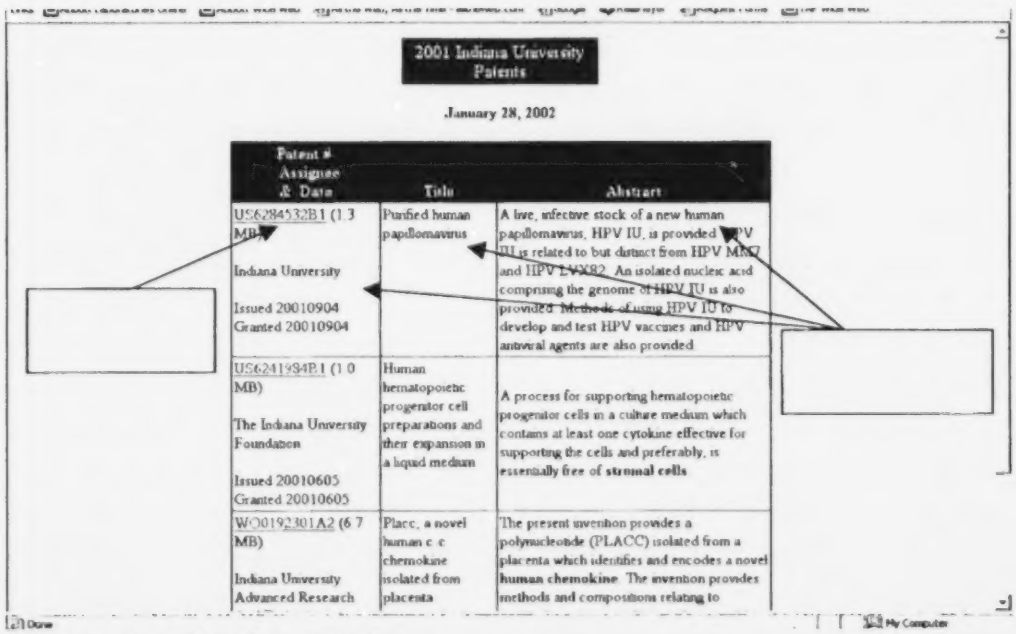
approximately 10 new users are added monthly. The cap to the number of searches IU may put in place is set at 500.

LIR also provides several SDI services; among these are patent alerts. These alerts are generated in regular intervals by running a query against a web based commercial patent database. Typically the alerts would have 100+ patents and were initially distributed to the clients via email as a single PDF file. Since the PDF was originally created from a TIFF image, the file was not text searchable. Abbott's clients had to manually scan the file for relevant information—a laborious and time-consuming task. The clients suggested that a text searchable format would be of value. A new web based patent alert delivery format was developed that addressed the client's request for text searchablity (Figure 2). This format presents the clients with a high level snap shot of the patent and the ability to view the entire patent. The high level snapshot is presented on the web page by table containing patent number, assignee, issue date, title, and abstract—all of which are all text searchable using the browser's Find functionality. In addition, the web page format allows for words and/or phrases to be bolded for added emphasis. For an in-depth view of the patent, the client can click on the patent number, which is hyperlinked to the full PDF. Clients have positively reacted to the new format calling it an improvement over the previous format and much more "user friendly." The positive response from clients, and the quick web page generation, have resulted the LIR conducting more patent alerts.


2001 Indiana University Patents
January 28, 2002
Patent #
Assignee
& Date
Title
Abstract
US6284532B1 (1 3 MB)
Indiana University
Issued 20010904
Granted 20010904
Purified human papillomavirus
A live, infective stock of a new human papillomavirus, HPV IU, is provided HPV IU is related to but distinct from HPV MN7 and HPV EV082. An isolated nucleic acid comprising the genome of HPV IU is also provided. Methods of using HPV IU to develop and test HPV vaccines and HPV antiviral agents are also provided
US6241984B1 (1 0 MB)
The Indiana University Foundation
Issued 20010605
Granted 20010605
Human hematopoietic progenitor cell preparations and their expansion in a liquid medium
A process for supporting hematopoietic progenitor cells in a culture medium which contains at least one cytokine effective for supporting the cells and preferably, is essentially free of stromal cells
WO0192301A2 (6 7 MB)
Indiana University Advanced Research
Placc, a novel human c c chemokine isolated from placenta
The present invention provides a polynucleotide (PLACC) isolated from a placenta which identifies and encodes a novel human chemokine The invention provides methods and compositions relating to
Figure 2. Example of a patent alert

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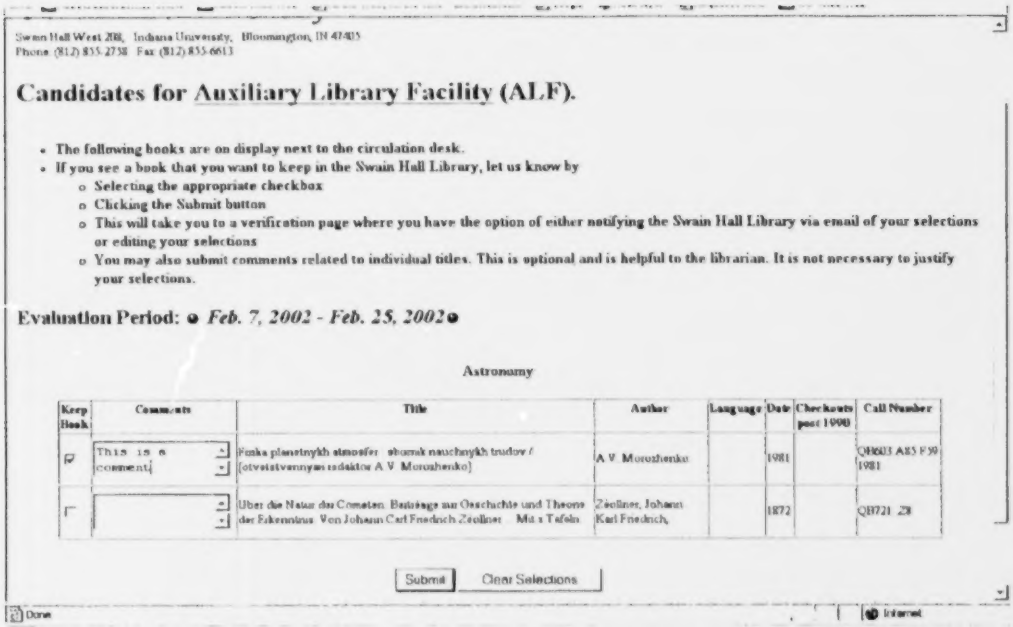
The web page is quickly generated using an in-house custom written Visual Basic program. Being produced in house affords great flexibility in adapting and modifying the program—with short turnaround times. Waugh, after being hired by Abbott, learned Visual Basic and wrote the program to generate the patent alert web pages. It is the combined knowledge of programming and an understanding of the needs of the library that has resulted in the development of this and other valuable information processing programs for the LIR

Like many university libraries, the libraries of Indiana University are facing a collection space problem. The space problem has been addressed by gaining funding for an additional storage facility named the Auxiliary Library Facility (ALF). It is scheduled to be completed in late 2002, and it promises to dramatically reduce the IU libraries' problems associated with space. Currently the Libraries are generating lists of books and other media to be transferred to the ALF. In preparing materials for remote storage, the faculty in several science departments has requested that they be kept abreast of selections for storage. Generating lists, and obtaining feedback from IU faculty was a challenge that we were able to overcome with an interactive, internal web site; the Candidates for Auxiliary Library Facility submission web pages (see Figure 3a-c). The general idea is that a librarian selects and presents to the faculty a list of books for movement to the ALF. The faculty can view the book list, mark the books that they *do not* want transferred to the ALF, make additional comments, and send the selections and comments via email to the library.

The ALF submission web site contains three pages, the list of books for submission (3a), submission verification (3b), and final submission (3c). The first page presents the viewer with a list of books. Using the checkboxes the viewer can select the books that they do not want to go to the ALF and type any corresponding comments in the textboxes. Clicking the submit button presents the viewer with a verification page in which they have the opportunity to check their selections and comments before sending an email. If the viewer is satisfied, clicking the send email button sends the selections and comments to the library.

The ALF web pages are generated dynamically using Perl CGI scripts. While a SLIS grad student, Waugh wrote the scripts so that IU Library staff can generate ALF web pages from only a text file containing the books' bibliographic information. The knowledge of Perl scripting was gained through one of IU SLIS courses.[9] SLIS graduate students have enabled the science libraries at IU to create innovative marketing tools. The science libraries have traditionally brought in first and second year SLIS students as part-time staff. The purpose is to give graduate students practical experience in a library setting, and for the library in turn to gain some of the latest technical skills taught in the graduate library school. It seems that this sort of practical experience directly supports ASERL's recent core competency recommendations.[2]



Swain Hall West 208, Indiana University, Bloomington, IN 47405
Phone (812) 855-2758 Fax (812) 855-6613

Candidates for Auxiliary Library Facility (ALF).

- The following books are on display next to the circulation desk.
- If you see a book that you want to keep in the Swain Hall Library, let us know by
  - Selecting the appropriate checkbox
  - Clicking the Submit button
  - This will take you to a verification page where you have the option of either notifying the Swain Hall Library via email of your selections or editing your selections
  - You may also submit comments related to individual titles. This is optional and is helpful to the librarian. It is not necessary to justify your selections.

Evaluation Period: ● ***Feb. 7, 2002 - Feb. 25, 2002*** ●

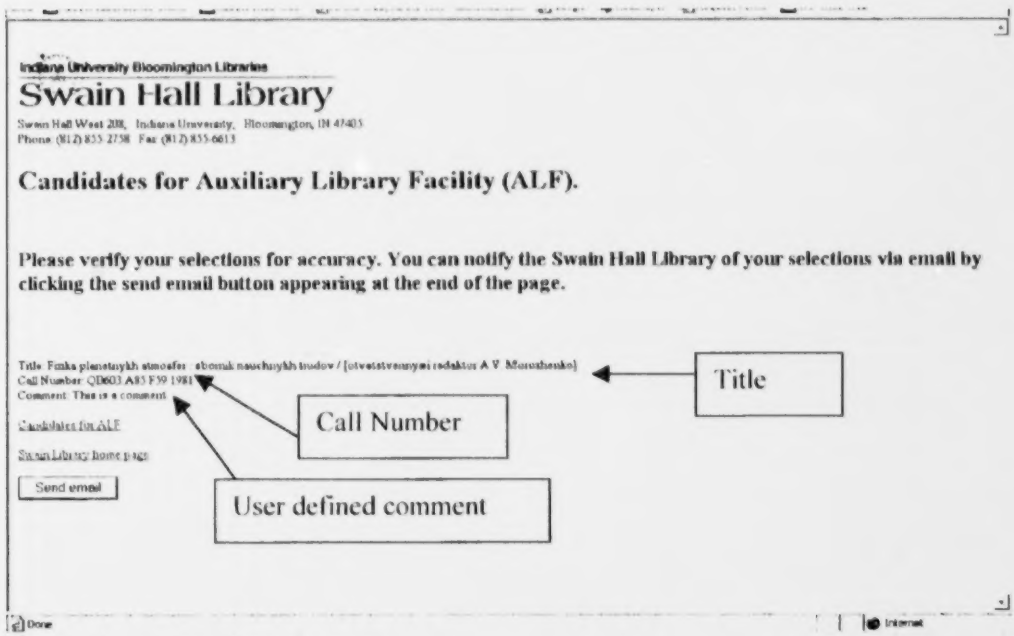
Astronomy

Keep Book	Comments	Title	Author	Language	Date	Checkouts post 1998	Call Number
☑	This is a comment	Fizika planetnykh atmosfer : sbornik nauchnykh trudov / [otvetstvennyĭ redaktor A.V. Morozhenko]	A.V. Morozhenko		1981		QB603.A85 F59 1981
☐		Über die Natur der Cometen: Beiträge zur Geschichte und Theorie der Erkenntniss. Von Johann Carl Friedrich Zöllner ... Mit 9 Tafeln	Zöllner, Johann Karl Friedrich,		1872		QB721 .Z8

Submit | Clear Selections

Done | Internet

Figure 3a. ALF book list page



Indiana University Bloomington Libraries

Swain Hall Library

Swain Hall West 208, Indiana University, Bloomington, IN 47405
Phone (812) 855-2758 Fax (812) 855-6613

Candidates for Auxiliary Library Facility (ALF).

Please verify your selections for accuracy. You can notify the Swain Hall Library of your selections via email by clicking the send email button appearing at the end of the page.

Title: Fizika planetnykh atmosfer : sbornik nauchnykh trudov / [otvetstvennyĭ redaktor A.V. Morozhenko]
Call Number: QB603.A85 F59 1981
Comment: This is a comment

Candidates for ALF
Swain Library home page

Send email

Title

Call Number

User defined comment

Done | Internet

Figure 3b. ALF verification page

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Indiana University Bloomington Libraries
Swain Hall Library
Swain Hall West 208, Indiana University, Bloomington, IN 47405
Phone: (812) 855-2758 Fax: (812) 855-6613
An email has been sent to libswain@indiana.edu. Thank you for your patronage!
Candidates for ALF
Swain Library home page
Done
Internet
Figure 3c. ALF final submission page

The IU Swain Hall Library, the library for the IU Physics, Astronomy, Mathematics, and Computer Science departments, was the only library to use the ALF web page submission form. Although initially well received by a few of the faculty and other IU librarians, and was "in production" for three months, the ALF web page submission form never developed as a functioning service. During its production trial, the submission form was only used once. We believe that a factor contributing to the submission form's lack of use was poor marketing. Outside of an email to the faculty alerting them to its existence, no marketing of the product was done. The Swain Hall Library never convinced the faculty members that using this service would benefit them. Even the faculty members who were initially receptive to the service did not take the opportunity to comment on books selected for remote storage. The ALF web page submission form never developed an enthusiastic user base. It is unclear whether this was largely due to faculty being uninformed, or mainly because faculty had little to say about the selections for storage. In other words, the fact that faculty did not respond may in large part be due to the fact that the selections for storage were fairly low-risk candidates anyway, i.e. everyone agreed that these books could go, so there was no need to submit comments or make alternate suggestions.

CONCLUSION

For a library service to be successful, there must be buy-in from the clients that the tools or databases are worthwhile. They must understand what the services are, and be enthusiastic about how they will be helpful. For both the IU Libraries and Abbott's LIR, the challenge is to work one-on-one with users, listen to their information needs, and as much as possible deliver library services that are meaningful and productive to them. While Abbott Laboratories and

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Indiana University differ in many fundamental respects, they are similar in that their libraries must serve large, decentralized groups of researchers.

Hiring computer literate people helps libraries develop innovative marketing techniques. Library and Information Science schools should emphasize courses that teach technical skills, including computer programming, in the context of building collections, disseminating information, and spreading the word about new databases or increased functionality. As we have seen, the web offers a unique environment whereby information services can be brought to life, and new methods for disseminating customized reports can be explored. It is particularly important for large organizations to make use of the web. Without library staff equipped to master the software and programming required to create these tools, the library misses opportunities to both publicize and customize information for users.

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2 http://www.aserl.org/statements/competencies/competencies.htm, in particular: "Is Knowledgeable about technology (theoretical and skills-based) and applies it to improve services."

3 For an example of partnering with researchers, see Kendall, S.; Massarella, S. "Prescription for Successful Marketing", in *Computers in Libraries*, Sept. 2001, Vol. 21(8) p. 28.

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5 Abbott Laboratories, *Abbott 2000 business outlook*.

6 Noel, Robert E., Woell, Yvette, *Push Technology at Argonne National Laboratory*, paper presented at InFORUM 99, Making R&D More Visible, http://www.osti.gov/inforum99/papers/noelwoel.pdf, p. 5.

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9 Uta Priss, L548 Computer Programming for Information Management (Fall 1999) http://php.indiana.edu/~upriss/teaching/teaching.html (accessed Feb 2002).

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